



WPTV

# ORDER

Print Date 08/31/12

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Flight Dates **09/18/12-09/24/12**

Contract / Revision      **309368 /**

Original Date / Revision  
08/27/12    08/29/12

Advertiser **Treasure Coast Jobs Coaliti**

Agency    **Smart Media Group**

Buying Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

**TCJC - Treasure Cst. Jbs Coa. FL**

Agency Com    15%

Billing Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **918924**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-2

Advertiser Ref

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	22	\$25,393.75	\$29,875.00	0.00	08/27/12	09/24/12	22	\$25,393.75	\$29,875.00
<b>Totals</b>	<b>22</b>	<b>\$25,393.75</b>	<b>\$29,875.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	09/23/12	09/23/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S	1				\$750.00		0.00				
N 2	WPTV	09/22/12	09/22/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-	1				\$1,500.00		0.00				
N 3	WPTV	09/22/12	09/22/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00



**WPTV**

Print Date: 08/31/12

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Contract / Revision    **309368**    Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision    08/27/12/    08/29/12

Order Sep    00:20:00

Advertiser    **Treasure Coast Jobs Coalit**    Product **TCJC - Treasure Cst. Jbs C**    Estimate #    **918924**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	09/22/12	09/22/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$1,000.00		0.00			
N 4	WPTV	09/23/12	09/23/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$1,500.00		0.00			
N 5	WPTV	09/22/12	09/22/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$1,000.00		0.00			
N 6	WPTV	09/23/12	09/23/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$1,000.00		0.00			
N 7	WPTV	09/18/12	09/24/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	111-1--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-11-1--					3	\$750.00		0.00			
Week:		09/24/12	09/30/12	1-----					1	\$750.00		0.00			
N 8	WPTV	09/18/12	09/24/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11--1--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-1--1--					2	\$2,000.00		0.00			
Week:		09/24/12	09/30/12	1-----					1	\$2,000.00		0.00			
N 9	WPTV	09/22/12	09/22/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$2,000.00		0.00			
N 10	WPTV	09/18/12	09/24/12	M-F 7-730p M-F 7-730p	CM	7-730p	11-11--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-1-11--					3	\$1,200.00		0.00			
Week:		09/24/12	09/30/12	1-----					1	\$1,200.00		0.00			
N 11	WPTV	09/22/12	09/22/12	Saturday Prime C Saturday Prime C	CM	10-11p	-----S-	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$425.00		0.00			
N 12	WPTV	09/23/12	09/23/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$4,500.00		0.00			
N 13	WPTV	09/19/12	09/21/12	M-F 730-8p M-F 730-8p	CM	730-8p	--1-1--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--1-1--					2	\$1,200.00		0.00			
Totals													22	\$29,875.00	